

NIELSEN MEDIA RESEARCH, INC.

FEDERAL COMMUNICATIONS COMMISSION
TELEPHONE STUDY
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CUSTOM RESEARCH
CUSTOM TELEPHONE STUDY
JUNE 2007

Acceptance of this report constitutes acceptance and acknowledgment of the terms, conditions and restrictions set forth herein.

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I. Limitations

Limitations

A. Universe

Estimates in this report are based on persons 18 years of age or older in households located in the United States.

B. Sampling Error

Because the estimates included in this report are based on a sample selected from the sampling frame described in Section III.B.1, they will differ from a census of the universe using the same methods.

C. Non-Sampling Error

1. Non-Coverage Error

The sampling frame used to select the households and persons to be surveyed included households with a telephone. Therefore, non-telephone households were excluded.

2. Non-Response Error

The sample used for tabulating the estimates included in this report is not a perfect probability sample because the sample excluded persons that were not contacted or that refused to participate in the survey. The characteristics of non-contacted and non-cooperating persons may differ from the persons used in this report. The survey sample disposition is provided in Section IV of this report.

Limitations (cont'd)

C. Non-Sampling Error (cont'd)

3. Response Error

Some persons may not provide accurate information because they are unable or unwilling to do so or because they are unable to recall information. Despite efforts to maintain homogeneity in the interviewer techniques, interviewers may have influenced responses. Questionnaires, telephone interviewer monitoring and supervision were designed to reduce such response error. The extent to which such error occurred in this study is unknown.

4. Processing Errors

Although substantial efforts were made to ensure quality in the processing of the data collected, some deviations from instructions may have occurred.

Limitations (cont'd)

D. Liability

Nielsen Media Research, Inc. shall not be responsible or liable in contract, tort or otherwise and Client expressly waives any claims against Nielsen Media Research, Inc. for any loss, injury or damage of any kind, present or prospective, including without limitation any direct, special, incidental or consequential damages (including without limitation lost profits and loss of or damage to goodwill) whether suffered by Client or any third party even if Nielsen Media Research, Inc. is advised or has knowledge of the possibility thereof, directly or indirectly resulting from any errors or inaccuracies in this report or from any action or inaction whether or not negligent of Nielsen Media Research, Inc. or any officer, agent or employee of Nielsen Media Research, Inc. in compiling or publishing this report or in delivering or communicating the same to Client or others, or from the use of publication of the same by Client or others.

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II. Permissible Uses of This Study

Written approval from Nielsen Media Research, Inc. is required before the estimates from this study can be published or released in any form. Such approval may be withheld unless the quotation is in accordance with Nielsen Media Research, Inc. policies as may be indicated to the Client in writing from time to time. No officer or employee of Nielsen Media Research, Inc. is authorized to give oral approval of any form of publication.

The Client may not use -- nor permit or allow the use of -- all or any portion of these data in any legal proceedings.

III. Description of Methodology

Description of Methodology

A. Purpose

This report provides estimates of Internet and media usage patterns, opinions and attitudes among persons 18 years of age or older in the United States.

B. Sample Design and Selection Procedures

1. Sample Frame

A sample frame is a list of the sampling units that have a chance of being selected in the sample. The frame used for this study was a list of all telephone numbers among exchanges that operate within the United States. This includes any telephone number within working residential prefixes as determined in development of the Nielsen Station Index (NSI) Total Telephone Frame (TTF). This list is referred to as a restricted random digit dial (RDD) frame. Households without telephones are excluded from the frame and have no chance to be selected for the sample. Households with more than one telephone number have a greater chance of selection than households with one telephone number. Households with more than one telephone number were given a weight to adjust for their higher probability of being selected for the sample.

2. Sample Design

The sample consists of telephone households in the United States. Prior to selection of the sample, the sample frame was stratified by geography to provide a proportionate geographic distribution of telephone numbers. A systematic sample of telephone numbers was selected with each telephone number in the frame having an equal probability of selection.

Description of Methodology (cont'd)

B. Sample Design and Selection Procedures (cont'd)

3. Sample Size

A sample of 141,324 phone numbers was selected for the survey. The survey sample disposition is provided in Section IV.

C. Data Collection

1. Data Collection Period

The survey data collection was conducted from May 7-27, May 29-31 and June 1-3, 2007.

2. Data Collection Procedures

Telephone interviews, using a Computer-Assisted Telephone Interviewing (CATI) system, were used to collect the information from the sample households. Interviews were conducted with a randomly selected household member at least 18 years old. Household members included any persons living at the selected residence. Up to eight attempts were made to reach the selected respondent.

Interviews were conducted by trained, experienced interviewers from a supervised telephone center with facilities for monitoring interviews. Interviewers were given detailed instructions on procedures. The CATI system controlled callbacks to non-contacted households and ensured that each sample phone number received up to eight attempts over a minimum of three days. The CATI system also controlled the administration of the interview by controlling question skip patterns and checking for logical or valid responses.

Description of Methodology (cont'd)

D. Computation of Estimates

Projectable persons weights are computed to agree with the Total U.S. persons 18+ universe estimates at the territory (5-way) level.

The projectable persons 18+ weights are derived for twelve mutually exclusive demographic categories. The universe estimates for each group are shown below:

	MALES	FEMALES
18-24	14,365,237	14,093,091
25-34	19,094,577	19,119,286
35-44	20,566,589	21,245,397
45-54	20,681,469	21,743,996
55-64	15,157,823	16,444,221
65+	15,407,057	20,644,963
TOTAL 18+	105,272,752	113,290,954

This report provides projected percents and counts. The denominator of each reported percent is described on each table. The computation of the sample respondent projections follows:

$$P(bi) = \frac{\text{Persons 18+ universe Estimate}}{\text{Sum of \# Persons 18+ in all sample households}}$$

Each initial person projection was adjusted such that the sum of projections among all respondents was equal to the universe estimates (UE) for persons 18+ in the United States.

E. Presentation of Results

Each table provides the base and weighted percents for the various responses to the question(s) on the table. For some questions, percents may sum to greater than 100% due to multiple responses or rounding. Percents may sum to less than 100% due to non-response.

IV. Sample Disposition

Sample Disposition

Total Sample	141,324	100.0%
Total Completed Interviews	3,101	2.2%
Total Non-Completed Interviews	22,566	16.0%
Respondent Unavailable	3,296	
Respondents Refused	590	
H H Members Refused	18,177	
Language Barrier	280	
Age Terminates	223	
Total Contacted and Ineligible	64,014	45.3%
Non H H Numbers	13,899	
Non-Working Numbers	50,070	
No Eligible Individual	41	
Miscellaneous	4	
Eligibility Not Established	51,643	36.5%
No Answer	37,826	
Busy	13,817	

V. Survey Results

TABLE 001

Q1. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST TELEVISION CHANNELS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
LESS THAN 1 HOUR	6.4
1 HOUR TO LESS THAN 2 HOURS	4.6
2 HOURS TO LESS THAN 3 HOURS	8.1
3 HOURS TO LESS THAN 4 HOURS	5.7
4 HOURS TO LESS THAN 5 HOURS	5.6
5 HOURS TO LESS THAN 6 HOURS	7.1
6 HOURS TO LESS THAN 7 HOURS	3.7
7 HOURS TO LESS THAN 8 HOURS	3.9
8 HOURS TO LESS THAN 9 HOURS	3.2

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 001 (continued)

Q1. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST TELEVISION CHANNELS?

BASE: ALL RESPONDENTS

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.5
10 HOURS TO LESS THAN 11 HOURS	8.5
11 HOURS TO LESS THAN 12 HOURS	0.3
12 HOURS TO LESS THAN 13 HOURS	2.3
13 HOURS TO LESS THAN 14 HOURS	0.1
14 HOURS TO LESS THAN 15 HOURS	2.8
15 HOURS TO LESS THAN 16 HOURS	3.5
16 HOURS TO LESS THAN 17 HOURS	0.4
17 HOURS TO LESS THAN 18 HOURS	0.4

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TABLE 001 (continued)

Q1. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST TELEVISION CHANNELS?

BASE: ALL RESPONDENTS

	TOTAL =====
18 HOURS TO LESS THAN 19 HOURS	0.4
19 HOURS TO LESS THAN 20 HOURS	0.0
20 HOURS TO LESS THAN 21 HOURS	6.5
21 HOURS TO LESS THAN 22 HOURS	1.4
22 HOURS TO LESS THAN 23 HOURS	0.0
23 HOURS TO LESS THAN 24 HOURS	0.1
24 HOURS TO LESS THAN 25 HOURS	0.4
25 HOURS TO LESS THAN 26 HOURS	1.7

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TABLE 001 (continued)

Q1. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST TELEVISION CHANNELS?

BASE: ALL RESPONDENTS

	TOTAL =====
26 HOURS TO LESS THAN 27 HOURS	0.1
27 HOURS TO LESS THAN 28 HOURS	-
28 HOURS TO LESS THAN 29 HOURS	1.1
29 HOURS OR MORE	8.4
NONE	11.7
DON'T KNOW	0.9
REFUSE	-
MEAN	10.4

TABLE 002

Q2. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM BROADCAST TELEVISION CHANNELS?

EXAMPLES OF THESE CHANNELS WOULD BE ABC OR CBS.

BASE: RESPONDENTS WHO WATCH BROADCAST TELEVISION

TOTAL
=====

UNWEIGHTED TOTAL	2774
WEIGHTED TOTAL (000)	192941 100.0
LOCAL NEWS OR LOCAL CURRENT AFFAIRS	77.1
WEATHER AND TRAFFIC	64.2
NATIONAL OR INTERNATIONAL NEWS	60.0
SPORTS	47.4
OPINION OR COMMENTARY ON NEWS AND CURRENT AFFAIRS	42.0
EMERGENCIES	41.5
LOCAL CULTURAL EVENTS	38.1
CLASSIFIED ADS OR ECONOMIC OPPORTUNITIES	17.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS

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TABLE 002 (continued)

Q2. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM BROADCAST TELEVISION CHANNELS?
EXAMPLES OF THESE CHANNELS WOULD BE ABC OR CBS.

BASE: RESPONDENTS WHO WATCH BROADCAST TELEVISION

	TOTAL =====
OTHER	5.1
DON'T WATCH BROADCAST	2.1
DON'T KNOW	0.9
REFUSE	0.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 003

Q3. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST TELEVISION CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH BROADCAST TELEVISION FOR INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	2714
WEIGHTED TOTAL (000)	188812 100.0
LESS THAN 1 HOUR	8.6
1 HOUR TO LESS THAN 2 HOURS	11.4
2 HOURS TO LESS THAN 3 HOURS	12.1
3 HOURS TO LESS THAN 4 HOURS	9.8
4 HOURS TO LESS THAN 5 HOURS	6.1
5 HOURS TO LESS THAN 6 HOURS	9.3
6 HOURS TO LESS THAN 7 HOURS	4.5
7 HOURS TO LESS THAN 8 HOURS	8.7
8 HOURS TO LESS THAN 9 HOURS	2.7

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TABLE 003 (continued)

Q3. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST TELEVISION CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH BROADCAST TELEVISION FOR INFORMATION

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.5
10 HOURS TO LESS THAN 11 HOURS	6.7
11 HOURS TO LESS THAN 12 HOURS	0.2
12 HOURS TO LESS THAN 13 HOURS	1.2
13 HOURS TO LESS THAN 14 HOURS	0.1
14 HOURS TO LESS THAN 15 HOURS	2.1
15 HOURS TO LESS THAN 16 HOURS	1.7
16 HOURS TO LESS THAN 17 HOURS	0.3

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TABLE 003 (continued)

Q3. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST TELEVISION CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH BROADCAST TELEVISION FOR INFORMATION

TOTAL	
=====	
17 HOURS TO LESS THAN 18 HOURS	0.0
18 HOURS TO LESS THAN 19 HOURS	0.2
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	1.7
21 HOURS TO LESS THAN 22 HOURS	0.9
22 HOURS TO LESS THAN 23 HOURS	0.0
23 HOURS TO LESS THAN 24 HOURS	-
24 HOURS OR MORE	2.9
NONE	7.3

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TABLE 003 (continued)

Q3. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO BROADCAST
TELEVISION CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH BROADCAST TELEVISION FOR INFORMATION

	TOTAL =====
DON'T KNOW	1.0
REFUSE	0.0
MEAN	5.7

TABLE 004

Q4A. DOES YOUR HOUSEHOLD SUBSCRIBE TO A CABLE TELEVISION SERVICE?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
YES	59.0
NO	40.8
DON'T KNOW	0.2
REFUSE	-

TABLE 005

Q4B. DOES YOUR HOUSEHOLD SUBSCRIBE TO A SATELLITE TV SERVICE?

BASE: ALL RESPONDENTS

	TOTAL
	=====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
YES	30.5
NO	69.0
DON'T KNOW	0.6
REFUSE	-

TABLE 006

Q5. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
UNWEIGHTED	
TOTAL	2556
WEIGHTED TOTAL	183522
(000)	100.0
LESS THAN 1 HOUR	6.7
1 HOUR TO LESS THAN 2 HOURS	3.3
2 HOURS TO LESS THAN 3 HOURS	5.4
3 HOURS TO LESS THAN 4 HOURS	5.0
4 HOURS TO LESS THAN 5 HOURS	4.6
5 HOURS TO LESS THAN 6 HOURS	6.5
6 HOURS TO LESS THAN 7 HOURS	3.3
7 HOURS TO LESS THAN 8 HOURS	3.0
8 HOURS TO LESS THAN 9 HOURS	3.9

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TABLE 006 (continued)

Q5. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.6
10 HOURS TO LESS THAN 11 HOURS	10.6
11 HOURS TO LESS THAN 12 HOURS	0.3
12 HOURS TO LESS THAN 13 HOURS	3.1
13 HOURS TO LESS THAN 14 HOURS	0.2
14 HOURS TO LESS THAN 15 HOURS	3.1
15 HOURS TO LESS THAN 16 HOURS	5.1
16 HOURS TO LESS THAN 17 HOURS	1.6
17 HOURS TO LESS THAN 18 HOURS	0.0

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TABLE 006 (continued)

Q5. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
18 HOURS TO LESS THAN 19 HOURS	0.5
19 HOURS TO LESS THAN 20 HOURS	0.1
20 HOURS TO LESS THAN 21 HOURS	8.4
21 HOURS TO LESS THAN 22 HOURS	1.7
22 HOURS TO LESS THAN 23 HOURS	0.1
23 HOURS TO LESS THAN 24 HOURS	0.2
24 HOURS TO LESS THAN 25 HOURS	0.8
25 HOURS TO LESS THAN 26 HOURS	2.7

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TABLE 006 (continued)

Q5. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
26 HOURS TO LESS THAN 27 HOURS	0.0
27 HOURS TO LESS THAN 28 HOURS	-
28 HOURS TO LESS THAN 29 HOURS	1.3
29 HOURS TO LESS THAN 30 HOURS	-
30 HOURS TO LESS THAN 31 HOURS	4.2
31 HOURS TO LESS THAN 32 HOURS	0.0
32 HOURS TO LESS THAN 33 HOURS	0.1
33 HOURS TO LESS THAN 34 HOURS	0.1

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TABLE 006 (continued)

Q5. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
34 HOURS TO LESS THAN 35 HOURS	0.1
35 HOURS TO LESS THAN 36 HOURS	1.5
36 HOURS OR MORE	8.5
NONE	2.3
DON'T KNOW	1.1
REFUSE	-
MEAN	15.0

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TABLE 007

Q6. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM CABLE OR SATELLITE TV CHANNELS?
EXAMPLES OF THESE CHANNELS WOULD BE ESPN OR CNN.

BASE: RESPONDENTS WHO WATCH CABLE OR SATELLITE TV

	TOTAL =====
UNWEIGHTED TOTAL	2489
WEIGHTED TOTAL (000)	179214 100.0
NATIONAL OR INTERNATIONAL NEWS	62.4
SPORTS	54.5
WEATHER AND TRAFFIC	50.7
OPINION OR COMMENTARY ON NEWS AND CURRENT AFFAIRS	42.9
LOCAL NEWS OR LOCAL CURRENT AFFAIRS	41.7
EMERGENCIES	29.4
LOCAL CULTURAL EVENTS	24.3
CLASSIFIED ADS OR ECONOMIC OPPORTUNITIES	17.0

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TABLE 007 (continued)

Q6. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM CABLE OR SATELLITE TV CHANNELS?
EXAMPLES OF THESE CHANNELS WOULD BE ESPN OR CNN.

BASE: RESPONDENTS WHO WATCH CABLE OR SATELLITE TV

	TOTAL =====
OTHER	11.2
DON'T WATCH CABLE/SATELLITE	3.2
DON'T KNOW	1.6
REFUSE	0.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 008

Q7. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH CABLE OR SATELLITE TV FOR INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	2407
WEIGHTED TOTAL (000)	173532 100.0
LESS THAN 1 HOUR	9.4
1 HOUR TO LESS THAN 2 HOURS	11.0
2 HOURS TO LESS THAN 3 HOURS	10.8
3 HOURS TO LESS THAN 4 HOURS	6.6
4 HOURS TO LESS THAN 5 HOURS	4.8
5 HOURS TO LESS THAN 6 HOURS	7.7
6 HOURS TO LESS THAN 7 HOURS	3.7
7 HOURS TO LESS THAN 8 HOURS	5.5
8 HOURS TO LESS THAN 9 HOURS	2.5

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TABLE 008 (continued)

Q7. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH CABLE OR SATELLITE TV FOR INFORMATION

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.6
10 HOURS TO LESS THAN 11 HOURS	7.4
11 HOURS TO LESS THAN 12 HOURS	0.1
12 HOURS TO LESS THAN 13 HOURS	1.3
13 HOURS TO LESS THAN 14 HOURS	0.1
14 HOURS TO LESS THAN 15 HOURS	1.4
15 HOURS TO LESS THAN 16 HOURS	2.0
16 HOURS TO LESS THAN 17 HOURS	0.3

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TABLE 008 (continued)

Q7. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH CABLE OR SATELLITE TV FOR INFORMATION

TOTAL	
=====	
17 HOURS TO LESS THAN 18 HOURS	0.0
18 HOURS TO LESS THAN 19 HOURS	0.3
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	2.5
21 HOURS TO LESS THAN 22 HOURS	0.4
22 HOURS TO LESS THAN 23 HOURS	0.1
23 HOURS TO LESS THAN 24 HOURS	0.0
24 HOURS TO LESS THAN 25 HOURS	0.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 008 (continued)

Q7. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, WATCHING OR LISTENING TO CABLE OR SATELLITE TV CHANNELS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO WATCH CABLE OR SATELLITE TV FOR INFORMATION

	TOTAL =====
25 HOURS TO LESS THAN 26 HOURS	0.5
26 HOURS TO LESS THAN 27 HOURS	-
27 HOURS TO LESS THAN 28 HOURS	-
28 HOURS TO LESS THAN 29 HOURS	0.4
29 HOURS OR MORE	3.3
NONE	15.6
DON'T KNOW	1.1
REFUSE	-
MEAN	6.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 009

Q8. DO YOU CURRENTLY HAVE INTERNET ACCESS AT HOME, AT WORK, AND/OR ANOTHER LOCATION?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
HOME	75.1
WORK	31.0
OTHER	3.3
NO ACCESS TO THE INTERNET	20.3
DON'T KNOW	0.4
REFUSE	0.1

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TABLE 010

Q9. WHICH OF THE FOLLOWING TYPES OF INTERNET CONNECTIONS DO YOU HAVE IN YOUR HOME?

BASE: RESPONDENTS WHO HAVE ACCESS TO THE INTERNET AT HOME

	TOTAL =====
UNWEIGHTED	
TOTAL	2176
WEIGHTED TOTAL	164227
(000)	100.0
BROADBAND CABLE	
SERVICE	38.8
DSL	37.9
DIAL-UP	
TELEPHONE	
SERVICE	19.0
OTHER	3.8
DON'T KNOW	2.7
REFUSE	-

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TABLE 011

Q10. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET?

BASE: RESPONDENTS WHO HAVE ACCESS TO THE INTERNET

	TOTAL =====
UNWEIGHTED	
TOTAL	2312
WEIGHTED TOTAL	173129
(000)	100.0
LESS THAN 1 HOUR	8.4
1 HOUR TO LESS THAN 2 HOURS	6.3
2 HOURS TO LESS THAN 3 HOURS	7.8
3 HOURS TO LESS THAN 4 HOURS	5.1
4 HOURS TO LESS THAN 5 HOURS	4.8
5 HOURS TO LESS THAN 6 HOURS	6.2
6 HOURS TO LESS THAN 7 HOURS	3.3
7 HOURS TO LESS THAN 8 HOURS	4.2
8 HOURS TO LESS THAN 9 HOURS	2.3

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TABLE 011 (continued)

Q10. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET?

BASE: RESPONDENTS WHO HAVE ACCESS TO THE INTERNET

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.3
10 HOURS TO LESS THAN 11 HOURS	10.5
11 HOURS TO LESS THAN 12 HOURS	0.1
12 HOURS TO LESS THAN 13 HOURS	2.5
13 HOURS TO LESS THAN 14 HOURS	0.1
14 HOURS TO LESS THAN 15 HOURS	2.7
15 HOURS TO LESS THAN 16 HOURS	5.0
16 HOURS TO LESS THAN 17 HOURS	0.6
17 HOURS TO LESS THAN 18 HOURS	0.2

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TABLE 011 (continued)

Q10. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET?

BASE: RESPONDENTS WHO HAVE ACCESS TO THE INTERNET

	TOTAL =====
18 HOURS TO LESS THAN 19 HOURS	0.5
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	6.6
21 HOURS TO LESS THAN 22 HOURS	1.0
22 HOURS TO LESS THAN 23 HOURS	0.0
23 HOURS TO LESS THAN 24 HOURS	0.3
24 HOURS TO LESS THAN 25 HOURS	0.1
25 HOURS TO LESS THAN 26 HOURS	2.2

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TABLE 011 (continued)

Q10. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET?

BASE: RESPONDENTS WHO HAVE ACCESS TO THE INTERNET

	TOTAL =====
26 HOURS TO LESS THAN 27 HOURS	0.0
27 HOURS TO LESS THAN 28 HOURS	-
28 HOURS TO LESS THAN 29 HOURS	0.4
29 HOURS TO LESS THAN 30 HOURS	-
30 HOURS TO LESS THAN 31 HOURS	3.9
31 HOURS TO LESS THAN 32 HOURS	-
32 HOURS TO LESS THAN 33 HOURS	-
33 HOURS TO LESS THAN 34 HOURS	-

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 011 (continued)

Q10. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET?

BASE: RESPONDENTS WHO HAVE ACCESS TO THE INTERNET

	TOTAL =====
34 HOURS TO LESS THAN 35 HOURS	-
35 HOURS TO LESS THAN 36 HOURS	0.9
36 HOURS OR MORE	7.8
NONE	5.4
DON'T KNOW	0.5
REFUSE	-
MEAN	12.8

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TABLE 012

Q11. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM THE INTERNET?

BASE: RESPONDENTS WHO USE THE INTERNET

	TOTAL =====
UNWEIGHTED	
TOTAL	2155
WEIGHTED TOTAL	163714
(000)	100.0
NATIONAL OR INTERNATIONAL NEWS	56.9
WEATHER AND TRAFFIC	49.6
LOCAL NEWS OR LOCAL CURRENT AFFAIRS	40.6
SPORTS	36.5
OPINION OR COMMENTARY ON NEWS AND CURRENT AFFAIRS	35.3
CLASSIFIED ADS OR ECONOMIC OPPORTUNITIES	33.9
LOCAL CULTURAL EVENTS	31.3
EMERGENCIES	24.4

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TABLE 012 (continued)

Q11. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM THE INTERNET?

BASE: RESPONDENTS WHO USE THE INTERNET

	TOTAL =====
OTHER	21.0
DON'T USE INTERNET	2.8
DON'T KNOW	3.0
REFUSE	0.4

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TABLE 013

Q12. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET
TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	2074
WEIGHTED TOTAL (000)	159102 100.0
LESS THAN 1 HOUR	12.3
1 HOUR TO LESS THAN 2 HOURS	18.2
2 HOURS TO LESS THAN 3 HOURS	11.5
3 HOURS TO LESS THAN 4 HOURS	7.1
4 HOURS TO LESS THAN 5 HOURS	4.8
5 HOURS TO LESS THAN 6 HOURS	5.5
6 HOURS TO LESS THAN 7 HOURS	2.0
7 HOURS TO LESS THAN 8 HOURS	2.7
8 HOURS TO LESS THAN 9 HOURS	1.5

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TABLE 013 (continued)

Q12. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET
TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.1
10 HOURS TO LESS THAN 11 HOURS	5.8
11 HOURS TO LESS THAN 12 HOURS	0.0
12 HOURS TO LESS THAN 13 HOURS	0.4
13 HOURS TO LESS THAN 14 HOURS	0.1
14 HOURS TO LESS THAN 15 HOURS	0.6
15 HOURS TO LESS THAN 16 HOURS	1.8
16 HOURS TO LESS THAN 17 HOURS	0.3

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TABLE 013 (continued)

Q12. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET
TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

TOTAL	
=====	
17 HOURS TO LESS THAN 18 HOURS	0.1
18 HOURS TO LESS THAN 19 HOURS	0.1
19 HOURS TO LESS THAN 20 HOURS	0.0
20 HOURS TO LESS THAN 21 HOURS	1.0
21 HOURS TO LESS THAN 22 HOURS	0.3
22 HOURS TO LESS THAN 23 HOURS	-
23 HOURS TO LESS THAN 24 HOURS	0.0
24 HOURS OR MORE	2.3
NONE	20.5

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TABLE 013 (continued)

Q12. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, USING THE INTERNET
TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

	TOTAL
	=====
DON'T KNOW	1.0
REFUSE	-
MEAN	3.9

TABLE 014

Q13. WHAT IS THE NAME OF THE ONE INTERNET SITE YOU USE MOST OFTEN FOR NEWS AND CURRENT AFFAIRS INFORMATION?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

	TOTAL =====
UNWEIGHTED	
TOTAL	2074
WEIGHTED TOTAL	159102
(000)	100.0
YAHOO.COM	15.8
MSN.COM	11.3
CNN.COM	8.6
AOL.COM	6.3
MSNBC.COM	4.0
FOXNEWS.COM	3.2
NEWYORKTIMES.COM	1.4
EXCITE.COM	0.7
ABCNEWS.COM	0.7
WASHINGTONPOST.COM	0.5
ESPN.COM	0.4
USATODAY.COM	0.4
AT&T.NET	0.3

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TABLE 014 (continued)

Q13. WHAT IS THE NAME OF THE ONE INTERNET SITE YOU USE MOST OFTEN FOR NEWS AND CURRENT AFFAIRS INFORMATION?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

	TOTAL =====
CBSNEWS.COM	0.3
WALLSTREET JOURNAL.COM	0.2
NETSCAPE.COM	0.2
IWON.COM	0.1
OTHER	30.1
DON'T KNOW	11.9
REFUSE	3.6

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TABLE 015

Q14. AND, WHAT IS THE NAME OF THE INTERNET WEBSITE YOU USE NEXT MOST OFTEN FOR NEWS AND CURRENT AFFAIRS INFORMATION?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

	TOTAL =====
UNWEIGHTED	
TOTAL	2074
WEIGHTED TOTAL	159102
(000)	100.0
YAHOO.COM	10.9
MSN.COM	6.4
CNN.COM	5.7
AOL.COM	3.1
FOXNEWS.COM	2.4
MSNBC.COM	2.0
ESPN.COM	1.4
ABCNEWS.COM	1.4
NEWYORKTIMES.COM	1.3
EXCITE.COM	0.5
NETSCAPE.COM	0.3
CBSNEWS.COM	0.3
USATODAY.COM	0.2

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TABLE 015 (continued)

Q14. AND, WHAT IS THE NAME OF THE INTERNET WEBSITE YOU USE NEXT MOST OFTEN FOR NEWS AND CURRENT AFFAIRS INFORMATION?

BASE: RESPONDENTS WHO USE INTERNET FOR INFORMATION

	TOTAL =====
WASHINGTONPOST. COM	0.2
AT&T.NET	0.1
IWON.COM	0.1
WALLSTREETJOURN AL.COM	0.1
OTHER	27.1
NONE	22.3
DON'T KNOW	11.6
REFUSE	2.6

TABLE 016

Q15. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY LOCAL NEWSPAPERS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
LESS THAN 1 HOUR	11.2
1 HOUR TO LESS THAN 2 HOURS	15.3
2 HOURS TO LESS THAN 3 HOURS	7.6
3 HOURS TO LESS THAN 4 HOURS	5.4
4 HOURS TO LESS THAN 5 HOURS	3.3
5 HOURS TO LESS THAN 6 HOURS	3.2
6 HOURS TO LESS THAN 7 HOURS	1.9
7 HOURS TO LESS THAN 8 HOURS	8.8
8 HOURS TO LESS THAN 9 HOURS	1.5

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TABLE 016 (continued)

Q15. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY LOCAL NEWSPAPERS?

BASE: ALL RESPONDENTS

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.4
10 HOURS TO LESS THAN 11 HOURS	1.6
11 HOURS TO LESS THAN 12 HOURS	0.1
12 HOURS TO LESS THAN 13 HOURS	0.4
13 HOURS TO LESS THAN 14 HOURS	0.1
14 HOURS TO LESS THAN 15 HOURS	1.4
15 HOURS TO LESS THAN 16 HOURS	0.4
16 HOURS TO LESS THAN 17 HOURS	0.1
17 HOURS TO LESS THAN 18 HOURS	-

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TABLE 016 (continued)

Q15. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY LOCAL NEWSPAPERS?

BASE: ALL RESPONDENTS

	TOTAL =====
18 HOURS TO LESS THAN 19 HOURS	0.0
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	0.2
21 HOURS TO LESS THAN 22 HOURS	0.1
22 HOURS TO LESS THAN 23 HOURS	-
23 HOURS TO LESS THAN 24 HOURS	-
24 HOURS OR MORE	0.7
NONE	36.0
DON'T KNOW	0.1
REFUSE	0.1
MEAN	2.7

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TABLE 017

Q16. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM READING DAILY LOCAL NEWSPAPERS?

BASE: RESPONDENTS WHO READ DAILY LOCAL NEWSPAPERS

	TOTAL =====
UNWEIGHTED	
TOTAL	2070
WEIGHTED TOTAL	139906
(000)	100.0
LOCAL NEWS OR LOCAL CURRENT AFFAIRS	83.9
NATIONAL OR INTERNATIONAL NEWS	66.5
LOCAL CULTURAL EVENTS	63.5
OPINION OR COMMENTARY ON NEWS AND CURRENT AFFAIRS	57.1
SPORTS	53.9
WEATHER AND TRAFFIC	48.8
CLASSIFIED ADS OR ECONOMIC OPPORTUNITIES	48.7
EMERGENCIES	38.1

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TABLE 017 (continued)

Q16. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM READING DAILY LOCAL NEWSPAPERS?

BASE: RESPONDENTS WHO READ DAILY LOCAL NEWSPAPERS

	TOTAL =====
OTHER	6.0
DON'T READ DAILY LOCAL NEWSPAPERS	0.5
DON'T KNOW	0.3
REFUSE	-

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TABLE 018

Q17. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY LOCAL NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY LOCAL PAPERS FOR INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	2054
WEIGHTED TOTAL (000)	139186 100.0
LESS THAN 1 HOUR	20.5
1 HOUR TO LESS THAN 2 HOURS	21.1
2 HOURS TO LESS THAN 3 HOURS	10.7
3 HOURS TO LESS THAN 4 HOURS	10.8
4 HOURS TO LESS THAN 5 HOURS	4.8
5 HOURS TO LESS THAN 6 HOURS	5.6
6 HOURS TO LESS THAN 7 HOURS	2.2
7 HOURS TO LESS THAN 8 HOURS	9.0
8 HOURS TO LESS THAN 9 HOURS	1.8

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TABLE 018 (continued)

Q17. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY LOCAL
NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY LOCAL PAPERS FOR INFORMATION

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.4
10 HOURS TO LESS THAN 11 HOURS	2.2
11 HOURS TO LESS THAN 12 HOURS	0.1
12 HOURS TO LESS THAN 13 HOURS	0.2
13 HOURS TO LESS THAN 14 HOURS	0.2
14 HOURS TO LESS THAN 15 HOURS	1.0
15 HOURS TO LESS THAN 16 HOURS	0.4
16 HOURS TO LESS THAN 17 HOURS	0.2

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TABLE 018 (continued)

Q17. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY LOCAL
NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY LOCAL PAPERS FOR INFORMATION

TOTAL
=====

17 HOURS TO LESS THAN 18 HOURS	-
18 HOURS TO LESS THAN 19 HOURS	0.0
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	0.4
21 HOURS TO LESS THAN 22 HOURS	0.1
22 HOURS TO LESS THAN 23 HOURS	-
23 HOURS TO LESS THAN 24 HOURS	0.0
24 HOURS OR MORE	0.6
NONE	6.3

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TABLE 018 (continued)

Q17. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY LOCAL
NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY LOCAL PAPERS FOR INFORMATION

	TOTAL =====
DON'T KNOW	1.3
REFUSE	0.1
MEAN	3.4

TABLE 019

Q18. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING WEEKLY LOCAL NEWSPAPERS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
LESS THAN 1 HOUR	11.7
1 HOUR TO LESS THAN 2 HOURS	12.5
2 HOURS TO LESS THAN 3 HOURS	5.0
3 HOURS TO LESS THAN 4 HOURS	2.5
4 HOURS TO LESS THAN 5 HOURS	1.7
5 HOURS TO LESS THAN 6 HOURS	1.5
6 HOURS TO LESS THAN 7 HOURS	0.6
7 HOURS TO LESS THAN 8 HOURS	2.9
8 HOURS TO LESS THAN 9 HOURS	0.7

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TABLE 019 (continued)

Q18. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING WEEKLY LOCAL NEWSPAPERS?

BASE: ALL RESPONDENTS

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.0
10 HOURS TO LESS THAN 11 HOURS	1.4
11 HOURS TO LESS THAN 12 HOURS	-
12 HOURS TO LESS THAN 13 HOURS	0.2
13 HOURS TO LESS THAN 14 HOURS	0.0
14 HOURS TO LESS THAN 15 HOURS	0.1
15 HOURS TO LESS THAN 16 HOURS	0.1
16 HOURS TO LESS THAN 17 HOURS	-
17 HOURS TO LESS THAN 18 HOURS	-

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TABLE 019 (continued)

Q18. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING WEEKLY LOCAL NEWSPAPERS?

BASE: ALL RESPONDENTS

	TOTAL =====
18 HOURS TO LESS THAN 19 HOURS	-
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	0.1
21 HOURS TO LESS THAN 22 HOURS	0.1
22 HOURS TO LESS THAN 23 HOURS	-
23 HOURS TO LESS THAN 24 HOURS	-
24 HOURS OR MORE	0.3
NONE	57.8
DON'T KNOW	0.6
REFUSE	0.1
MEAN	1.4

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TABLE 020

Q19. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM WEEKLY LOCAL NEWSPAPERS?

BASE: RESPONDENTS WHO READ WEEKLY LOCAL NEWSPAPERS

	TOTAL =====
UNWEIGHTED	
TOTAL	1333
WEIGHTED TOTAL	92163
(000)	100.0
LOCAL NEWS OR LOCAL CURRENT AFFAIRS	76.2
LOCAL CULTURAL EVENTS	60.0
OPINION OR COMMENTARY ON NEWS AND CURRENT AFFAIRS	49.9
CLASSIFIED ADS OR ECONOMIC OPPORTUNITIES	48.2
SPORTS	47.3
NATIONAL OR INTERNATIONAL NEWS	44.5
WEATHER AND TRAFFIC	38.2
EMERGENCIES	30.2

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TABLE 020 (continued)

Q19. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM WEEKLY LOCAL NEWSPAPERS?

BASE: RESPONDENTS WHO READ WEEKLY LOCAL NEWSPAPERS

	TOTAL =====
OTHER	3.3
DON'T READ WEEKLY LOCAL NEWSPAPERS	1.5
DON'T KNOW	1.0
REFUSE	0.2

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TABLE 021

Q20. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING WEEKLY LOCAL NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ WEEKLY LOCAL NEWSPAPERS FOR INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	1305
WEIGHTED TOTAL (000)	90758 100.0
LESS THAN 1 HOUR	27.4
1 HOUR TO LESS THAN 2 HOURS	27.6
2 HOURS TO LESS THAN 3 HOURS	10.6
3 HOURS TO LESS THAN 4 HOURS	5.8
4 HOURS TO LESS THAN 5 HOURS	3.3
5 HOURS TO LESS THAN 6 HOURS	3.0
6 HOURS TO LESS THAN 7 HOURS	1.3
7 HOURS TO LESS THAN 8 HOURS	5.5
8 HOURS TO LESS THAN 9 HOURS	1.0

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TABLE 021 (continued)

Q20. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING WEEKLY LOCAL NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ WEEKLY LOCAL NEWSPAPERS FOR INFORMATION

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.1
10 HOURS TO LESS THAN 11 HOURS	2.1
11 HOURS TO LESS THAN 12 HOURS	0.1
12 HOURS TO LESS THAN 13 HOURS	0.1
13 HOURS TO LESS THAN 14 HOURS	0.4
14 HOURS TO LESS THAN 15 HOURS	0.6
15 HOURS TO LESS THAN 16 HOURS	0.4
16 HOURS TO LESS THAN 17 HOURS	-

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TABLE 021 (continued)

Q20. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING WEEKLY LOCAL NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ WEEKLY LOCAL NEWSPAPERS FOR INFORMATION

TOTAL
=====

17 HOURS TO LESS THAN 18 HOURS	-
18 HOURS TO LESS THAN 19 HOURS	-
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	0.2
21 HOURS TO LESS THAN 22 HOURS	0.1
22 HOURS TO LESS THAN 23 HOURS	-
23 HOURS TO LESS THAN 24 HOURS	-
24 HOURS OR MORE	0.5
NONE	9.0

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TABLE 021 (continued)

Q20. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING WEEKLY LOCAL
NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ WEEKLY LOCAL NEWSPAPERS FOR INFORMATION

	TOTAL =====
DON'T KNOW	0.8
REFUSE	0.3
MEAN	2.6

TABLE 022

Q21. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL NEWSPAPERS LIKE USA TODAY, OR THE WALL STREET JOURNAL?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED TOTAL	3101
WEIGHTED TOTAL (000)	218563 100.0
LESS THAN 1 HOUR	3.5
1 HOUR TO LESS THAN 2 HOURS	4.6
2 HOURS TO LESS THAN 3 HOURS	2.7
3 HOURS TO LESS THAN 4 HOURS	0.8
4 HOURS TO LESS THAN 5 HOURS	0.9
5 HOURS TO LESS THAN 6 HOURS	0.9
6 HOURS TO LESS THAN 7 HOURS	0.3
7 HOURS TO LESS THAN 8 HOURS	0.6
8 HOURS TO LESS THAN 9 HOURS	0.1

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TABLE 022 (continued)

Q21. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL NEWSPAPERS LIKE USA TODAY, OR THE WALL STREET JOURNAL?

BASE: ALL RESPONDENTS

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.0
10 HOURS TO LESS THAN 11 HOURS	0.5
11 HOURS TO LESS THAN 12 HOURS	-
12 HOURS TO LESS THAN 13 HOURS	0.1
13 HOURS TO LESS THAN 14 HOURS	0.0
14 HOURS TO LESS THAN 15 HOURS	0.2
15 HOURS TO LESS THAN 16 HOURS	0.2
16 HOURS TO LESS THAN 17 HOURS	-

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TABLE 022 (continued)

Q21. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL NEWSPAPERS LIKE USA TODAY, OR THE WALL STREET JOURNAL?

BASE: ALL RESPONDENTS

	TOTAL =====
17 HOURS TO LESS THAN 18 HOURS	-
18 HOURS TO LESS THAN 19 HOURS	-
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	0.2
21 HOURS TO LESS THAN 22 HOURS	-
22 HOURS TO LESS THAN 23 HOURS	-
23 HOURS TO LESS THAN 24 HOURS	-
24 HOURS OR MORE	0.2
NONE	84.1

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TABLE 022 (continued)

Q21. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL
NEWSPAPERS LIKE USA TODAY, OR THE WALL STREET JOURNAL?

BASE: ALL RESPONDENTS

	TOTAL
	=====
DON'T KNOW	0.2
REFUSE	0.1
MEAN	0.7

TABLE 023

Q22. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM DAILY NATIONAL NEWSPAPERS?

BASE: RESPONDENTS WHO READ DAILY NATIONAL NEWSPAPERS

	TOTAL =====
UNWEIGHTED	
TOTAL	473
WEIGHTED TOTAL	34849
(000)	100.0
NATIONAL OR INTERNATIONAL NEWS	75.6
OPINION OR COMMENTARY ON NEWS AND CURRENT AFFAIRS	50.0
SPORTS	41.0
LOCAL NEWS OR LOCAL CURRENT AFFAIRS	40.8
WEATHER AND TRAFFIC	34.2
CLASSIFIED ADS OR ECONOMIC OPPORTUNITIES	33.2
LOCAL CULTURAL EVENTS	29.1
EMERGENCIES	25.9

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TABLE 023 (continued)

Q22. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM DAILY NATIONAL NEWSPAPERS?

BASE: RESPONDENTS WHO READ DAILY NATIONAL NEWSPAPERS

	TOTAL =====
OTHER	7.7
DON'T READ DAILY NATIONAL NEWSPAPERS	2.8
DON'T KNOW	1.0
REFUSE	0.2

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TABLE 024

Q23. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY NATIONAL NEWSPAPERS FOR INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	455
WEIGHTED TOTAL (000)	33877 100.0
LESS THAN 1 HOUR	20.0
1 HOUR TO LESS THAN 2 HOURS	22.2
2 HOURS TO LESS THAN 3 HOURS	15.0
3 HOURS TO LESS THAN 4 HOURS	3.1
4 HOURS TO LESS THAN 5 HOURS	4.2
5 HOURS TO LESS THAN 6 HOURS	4.9
6 HOURS TO LESS THAN 7 HOURS	4.3
7 HOURS TO LESS THAN 8 HOURS	4.2
8 HOURS TO LESS THAN 9 HOURS	1.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 024 (continued)

Q23. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY NATIONAL NEWSPAPERS FOR INFORMATION

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.2
10 HOURS TO LESS THAN 11 HOURS	1.9
11 HOURS TO LESS THAN 12 HOURS	0.2
12 HOURS TO LESS THAN 13 HOURS	0.3
13 HOURS TO LESS THAN 14 HOURS	0.2
14 HOURS TO LESS THAN 15 HOURS	0.8
15 HOURS TO LESS THAN 16 HOURS	0.9
16 HOURS TO LESS THAN 17 HOURS	-

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 024 (continued)

Q23. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY NATIONAL NEWSPAPERS FOR INFORMATION

	TOTAL =====
17 HOURS TO LESS THAN 18 HOURS	0.1
18 HOURS TO LESS THAN 19 HOURS	0.2
19 HOURS TO LESS THAN 20 HOURS	-
20 HOURS TO LESS THAN 21 HOURS	0.8
21 HOURS TO LESS THAN 22 HOURS	-
22 HOURS TO LESS THAN 23 HOURS	-
23 HOURS TO LESS THAN 24 HOURS	-
24 HOURS OR MORE	0.8
NONE	13.4

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TABLE 024 (continued)

Q23. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, READING DAILY NATIONAL
NEWSPAPERS TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO READ DAILY NATIONAL NEWSPAPERS FOR INFORMATION

	TOTAL =====
DON'T KNOW	1.2
REFUSE	0.2
MEAN	3.3

TABLE 025

Q24. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
LESS THAN 1 HOUR	5.8
1 HOUR TO LESS THAN 2 HOURS	7.9
2 HOURS TO LESS THAN 3 HOURS	7.7
3 HOURS TO LESS THAN 4 HOURS	5.3
4 HOURS TO LESS THAN 5 HOURS	3.4
5 HOURS TO LESS THAN 6 HOURS	5.7
6 HOURS TO LESS THAN 7 HOURS	2.6
7 HOURS TO LESS THAN 8 HOURS	3.7
8 HOURS TO LESS THAN 9 HOURS	1.1

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TABLE 025 (continued)

Q24. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO?

BASE: ALL RESPONDENTS

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.4
10 HOURS TO LESS THAN 11 HOURS	5.6
11 HOURS TO LESS THAN 12 HOURS	0.1
12 HOURS TO LESS THAN 13 HOURS	1.1
13 HOURS TO LESS THAN 14 HOURS	0.2
14 HOURS TO LESS THAN 15 HOURS	1.3
15 HOURS TO LESS THAN 16 HOURS	2.5
16 HOURS TO LESS THAN 17 HOURS	0.1
17 HOURS TO LESS THAN 18 HOURS	-

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TABLE 025 (continued)

Q24. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO?

BASE: ALL RESPONDENTS

	TOTAL =====
18 HOURS TO LESS THAN 19 HOURS	0.1
19 HOURS TO LESS THAN 20 HOURS	0.0
20 HOURS TO LESS THAN 21 HOURS	2.7
21 HOURS TO LESS THAN 22 HOURS	0.2
22 HOURS TO LESS THAN 23 HOURS	0.1
23 HOURS TO LESS THAN 24 HOURS	-
24 HOURS TO LESS THAN 25 HOURS	0.4
25 HOURS TO LESS THAN 26 HOURS	1.0

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TABLE 025 (continued)

Q24. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO?

BASE: ALL RESPONDENTS

	TOTAL =====
26 HOURS TO LESS THAN 27 HOURS	-
27 HOURS TO LESS THAN 28 HOURS	-
28 HOURS TO LESS THAN 29 HOURS	0.4
29 HOURS OR MORE	4.9
NONE	35.2
DON'T KNOW	0.6
REFUSE	-
MEAN	6.2

TABLE 026

Q25. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM BROADCAST RADIO?

BASE: RESPONDENTS WHO LISTEN TO BROADCAST RADIO

	TOTAL =====
UNWEIGHTED TOTAL	2007
WEIGHTED TOTAL (000)	141728 100.0
WEATHER AND TRAFFIC	61.8
LOCAL NEWS OR LOCAL CURRENT AFFAIRS	60.1
NATIONAL OR INTERNATIONAL NEWS	52.9
OPINION OR COMMENTARY ON NEWS AND CURRENT AFFAIRS	49.1
EMERGENCIES	40.8
LOCAL CULTURAL EVENTS	39.4
SPORTS	38.9
CLASSIFIED ADS OR ECONOMIC OPPORTUNITIES	16.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 026 (continued)

Q25. WHICH OF THE FOLLOWING TYPES OF INFORMATION DO YOU GET FROM BROADCAST RADIO?

BASE: RESPONDENTS WHO LISTEN TO BROADCAST RADIO

	TOTAL =====
OTHER	15.4
DON'T LISTEN TO BROADCAST RADIO	2.3
DON'T KNOW	0.8
REFUSE	0.2

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 027

Q26. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO LISTEN TO BROADCAST RADIO FOR INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	1969
WEIGHTED TOTAL (000)	138535 100.0
LESS THAN 1 HOUR	13.9
1 HOUR TO LESS THAN 2 HOURS	14.9
2 HOURS TO LESS THAN 3 HOURS	10.5
3 HOURS TO LESS THAN 4 HOURS	6.0
4 HOURS TO LESS THAN 5 HOURS	3.6
5 HOURS TO LESS THAN 6 HOURS	6.8
6 HOURS TO LESS THAN 7 HOURS	1.8
7 HOURS TO LESS THAN 8 HOURS	3.5
8 HOURS TO LESS THAN 9 HOURS	1.0

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TABLE 027 (continued)

Q26. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO LISTEN TO BROADCAST RADIO FOR INFORMATION

	TOTAL =====
9 HOURS TO LESS THAN 10 HOURS	0.4
10 HOURS TO LESS THAN 11 HOURS	5.3
11 HOURS TO LESS THAN 12 HOURS	0.1
12 HOURS TO LESS THAN 13 HOURS	0.7
13 HOURS TO LESS THAN 14 HOURS	0.5
14 HOURS TO LESS THAN 15 HOURS	0.7
15 HOURS TO LESS THAN 16 HOURS	1.0
16 HOURS TO LESS THAN 17 HOURS	0.1

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TABLE 027 (continued)

Q26. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO LISTEN TO BROADCAST RADIO FOR INFORMATION

TOTAL	
=====	
17 HOURS TO LESS THAN 18 HOURS	0.1
18 HOURS TO LESS THAN 19 HOURS	0.1
19 HOURS TO LESS THAN 20 HOURS	0.1
20 HOURS TO LESS THAN 21 HOURS	2.2
21 HOURS TO LESS THAN 22 HOURS	0.2
22 HOURS TO LESS THAN 23 HOURS	0.0
23 HOURS TO LESS THAN 24 HOURS	0.1
24 HOURS TO LESS THAN 25 HOURS	0.2

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TABLE 027 (continued)

Q26. IN AN AVERAGE WEEK, HOW MUCH TIME DO YOU SPEND, IN TOTAL, LISTENING TO BROADCAST RADIO TO GET INFORMATION ON NEWS, CURRENT AFFAIRS & LOCAL HAPPENINGS?

BASE: RESPONDENTS WHO LISTEN TO BROADCAST RADIO FOR INFORMATION

	TOTAL =====
25 HOURS TO LESS THAN 26 HOURS	0.4
26 HOURS TO LESS THAN 27 HOURS	-
27 HOURS TO LESS THAN 28 HOURS	-
28 HOURS TO LESS THAN 29 HOURS	0.3
29 HOURS OR MORE	2.7
NONE	21.4
DON'T KNOW	1.7
REFUSE	0.0
MEAN	4.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 028

Q27. THINKING AGAIN OF YOUR CABLE OR SATELLITE TV SUBSCRIPTION, WHICH OF THE FOLLOWING BEST DESCRIBES
THE LEVEL OF SUBSCRIPTION YOU CURRENTLY RECEIVE IN YOUR HOUSEHOLD? DO YOU SUBSCRIBE TO...?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
UNWEIGHTED TOTAL	2556
WEIGHTED TOTAL (000)	183522 100.0
AN EXPANDED PACKAGE WHICH INCLUDES BROADCAST CHANNELS, AND A LARGER NUMBER OF CABLE OR SATELLITE CHANNELS LIKE CNN	42.3
OR A PREMIUM PACKAGE WHICH INCLUDES BROADCAST CHANNELS, CABLE OR SATELLITE CHANNELS AND PREMIUM PAY CHANNELS LIKE HOME BOX OFFICE	32.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 028 (continued)

Q27. THINKING AGAIN OF YOUR CABLE OR SATELLITE TV SUBSCRIPTION, WHICH OF THE FOLLOWING BEST DESCRIBES
THE LEVEL OF SUBSCRIPTION YOU CURRENTLY RECEIVE IN YOUR HOUSEHOLD? DO YOU SUBSCRIBE TO...?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

TOTAL
=====

A BASIC CABLE OR SATELLITE PACKAGE, WHICH MAINLY INCLUDES BROADCAST CHANNELS LIKE ABC AND A SMALL NUMBER OF CABLE SATELLITE CHANNELS	26.5
OTHER	1.0
DON'T KNOW	1.1
REFUSE	0.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 029

Q28. IF YOU WOULD BE REIMBURSED, ARE THERE ANY CHANNELS YOU WOULD BE INTERESTED IN DROPPING FROM YOUR SERVICE?
IF YES, WHICH CHANNELS WOULD YOU BE INTERESTED IN DROPPING FROM YOUR SERVICE IF YOU COULD RECEIVE A
REDUCTION IN THE COST OF YOUR SERVICE?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
UNWEIGHTED TOTAL	2556
WEIGHTED TOTAL (000)	183522 100.0
MTV	4.5
ESPN	3.8
CNN	3.2
HBO (HOME BOX OFFICE)	2.5
VHI	2.0
DISNEY CHANNEL	1.6
LIFETIME	1.4
FOX NEWS	1.2
SHOWTIME	1.1
CINEMAX	1.0
FOX SPORTS NET	1.0
FOOD NETWORK	0.9
ABC	0.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 029 (continued)

Q28. IF YOU WOULD BE REIMBURSED, ARE THERE ANY CHANNELS YOU WOULD BE INTERESTED IN DROPPING FROM YOUR SERVICE?
IF YES, WHICH CHANNELS WOULD YOU BE INTERESTED IN DROPPING FROM YOUR SERVICE IF YOU COULD RECEIVE A
REDUCTION IN THE COST OF YOUR SERVICE?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
FOX	0.8
HGTV	0.7
DISCOVERY CHANNEL	0.7
CBS	0.6
HALLMARK CHANNEL	0.6
COURT TV	0.6
COMEDY CENTRAL	0.5
TNT	0.5
NBC	0.5
A&E (ARTS AND ENTERTAINMENT)	0.4
CNBC	0.4
PBS	0.4
USA	0.2
HISTORY CHANNEL	0.2
ION/PAX	0.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 029 (continued)

Q28. IF YOU WOULD BE REIMBURSED, ARE THERE ANY CHANNELS YOU WOULD BE INTERESTED IN DROPPING FROM YOUR SERVICE?
IF YES, WHICH CHANNELS WOULD YOU BE INTERESTED IN DROPPING FROM YOUR SERVICE IF YOU COULD RECEIVE A
REDUCTION IN THE COST OF YOUR SERVICE?

BASE: RESPONDENTS WHO SUBSCRIBE TO CABLE OR SATELLITE TV

	TOTAL =====
TMC	0.1
WGN	0.1
LEARNING CHANNEL	0.1
UPN	0.1
TBS	0.1
OTHER	25.8
NONE	49.7
DON'T KNOW	12.3
REFUSE	1.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 030

Q29. ARE THERE ANY CHANNELS THAT YOU WOULD LIKE TO RECEIVE, BUT DO NOT CURRENTLY SUBSCRIBE TO BECAUSE YOU WOULD HAVE TO SUBSCRIBE TO A LARGER PACKAGE OF CHANNELS? IF YES, WHICH CHANNELS WOULD YOU LIKE TO RECEIVE, BUT DO NOT CURRENTLY SUBSCRIBE TO BECAUSE YOU WOULD HAVE TO SUBSCRIBE TO A LARGER PACKAGE OF CHANNELS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED TOTAL	3101
WEIGHTED TOTAL (000)	218563 100.0
HBO (HOME BOX OFFICE)	8.9
SHOWTIME	3.6
CINEMAX	3.0
DISCOVERY CHANNEL	2.0
ESPN	1.8
HISTORY CHANNEL	1.6
DISNEY CHANNEL	0.8
CNN	0.8
FOX NEWS	0.5
FOX SPORTS NET	0.5
TNT	0.5
HALLMARK CHANNEL	0.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS

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TABLE 030 (continued)

Q29. ARE THERE ANY CHANNELS THAT YOU WOULD LIKE TO RECEIVE, BUT DO NOT CURRENTLY SUBSCRIBE TO BECAUSE YOU WOULD HAVE TO SUBSCRIBE TO A LARGER PACKAGE OF CHANNELS? IF YES, WHICH CHANNELS WOULD YOU LIKE TO RECEIVE, BUT DO NOT CURRENTLY SUBSCRIBE TO BECAUSE YOU WOULD HAVE TO SUBSCRIBE TO A LARGER PACKAGE OF CHANNELS?

BASE: ALL RESPONDENTS

	TOTAL =====
LIFETIME	0.4
ABC	0.4
COURT TV	0.4
MTV	0.4
A&E (ARTS AND ENTERTAINMENT)	0.4
HGTV	0.3
FOOD NETWORK	0.3
COMEDY CENTRAL	0.3
USA	0.3
CNBC	0.2
TMC	0.2
FOX	0.2
LEARNING CHANNEL	0.2
NBC	0.2
PBS	0.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 030 (continued)

Q29. ARE THERE ANY CHANNELS THAT YOU WOULD LIKE TO RECEIVE, BUT DO NOT CURRENTLY SUBSCRIBE TO BECAUSE YOU WOULD HAVE TO SUBSCRIBE TO A LARGER PACKAGE OF CHANNELS? IF YES, WHICH CHANNELS WOULD YOU LIKE TO RECEIVE, BUT DO NOT CURRENTLY SUBSCRIBE TO BECAUSE YOU WOULD HAVE TO SUBSCRIBE TO A LARGER PACKAGE OF CHANNELS?

BASE: ALL RESPONDENTS

	TOTAL =====
CBS	0.1
VHI	0.1
WGN	0.1
TBS	0.1
ION/PAX	0.0
UPN	-
OTHER	21.6
NONE	58.5
DON'T KNOW	4.9
REFUSE	0.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 031

Q30. WHICH ONE SOURCE DO YOU CONSIDER THE MOST IMPORTANT SOURCE OF BREAKING NEWS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED TOTAL	3101
WEIGHTED TOTAL (000)	218563 100.0
CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	35.1
BROADCAST TELEVISION STATIONS SUCH AS ABC	28.9
INTERNET/ WEBSITES	16.4
RADIO STATIONS	8.2
LOCAL NEWSPAPERS	5.1
NATIONAL NEWSPAPERS SUCH AS USA TODAY	1.5
OTHER	1.8
NONE	1.8
DON'T KNOW	1.0
REFUSE	0.3

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TABLE 032

Q31. WHICH SOURCE WOULD YOU CONSIDER THE SECOND MOST IMPORTANT SOURCE FOR BREAKING NEWS?

BASE: RESPONDENTS WHO USE A SOURCE FOR BREAKING NEWS

	TOTAL =====
UNWEIGHTED TOTAL	3048
WEIGHTED TOTAL (000)	214687 100.0
BROADCAST TELEVISION STATIONS SUCH AS ABC	26.3
CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	18.9
RADIO STATIONS	16.3
INTERNET/ WEBSITES	15.4
LOCAL NEWSPAPERS	9.3
NATIONAL NEWSPAPERS SUCH AS USA TODAY	3.9
OTHER	4.2
NONE	3.1
DON'T KNOW	2.4
REFUSE	0.3

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TABLE 033

Q32. WHICH ONE SOURCE DO YOU CONSIDER THE MOST IMPORTANT SOURCE FOR MORE IN-DEPTH INFORMATION ON SPECIFIC NEWS AND CURRENT AFFAIRS TOPICS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
CABLE NEWS	
CHANNELS SUCH	
AS CNN OR MSNBC	30.1
INTERNET/ WEBSITES	23.5
BROADCAST	
TELEVISION	
STATIONS SUCH	
AS ABC	20.1
LOCAL	
NEWSPAPERS	9.8
RADIO STATIONS	5.5
NATIONAL	
NEWSPAPERS	4.7
OTHER	3.2
NONE	1.7
DON'T KNOW	1.3
REFUSE	0.1

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TABLE 034

Q33. WHICH SOURCE DO YOU CONSIDER THE SECOND MOST IMPORTANT FOR MORE IN-DEPTH INFORMATION ON SPECIFIC NEWS
AND CURRENT AFFAIRS TOPICS?

BASE: RESPONDENTS WHO USE A SOURCE FOR IN-DEPTH INFORMATION

	TOTAL =====
UNWEIGHTED TOTAL	3002
WEIGHTED TOTAL (000)	211613 100.0
BROADCAST TELEVISION STATIONS SUCH AS ABC	22.7
CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	19.5
LOCAL NEWSPAPERS	14.1
INTERNET/ WEBSITES	13.5
RADIO STATIONS	10.5
NATIONAL NEWSPAPERS SUCH AS USA TODAY	8.0
OTHER	4.3
NONE	3.5
DON'T KNOW	3.8
REFUSE	0.2

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TABLE 035

Q34. WHICH ONE SOURCE DO YOU CONSIDER THE MOST IMPORTANT SOURCE OF LOCAL NEWS AND CURRENT AFFAIRS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED TOTAL	3101
WEIGHTED TOTAL (000)	218563 100.0
BROADCAST TELEVISION STATIONS SUCH AS ABC	38.2
LOCAL NEWSPAPERS	30.1
CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	11.2
RADIO STATIONS	7.2
INTERNET/ WEBSITES	6.7
NATIONAL NEWSPAPERS SUCH AS USA TODAY	1.7
OTHER	1.8
NONE	2.6
DON'T KNOW	0.5
REFUSE	0.0

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TABLE 036

Q35. WHICH SOURCE DO YOU CONSIDER THE SECOND MOST IMPORTANT FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A SOURCE FOR LOCAL NEWS AND CURRENT AFFAIRS

	TOTAL =====
UNWEIGHTED TOTAL	3012
WEIGHTED TOTAL (000)	212892 100.0
LOCAL NEWSPAPERS	21.3
BROADCAST TELEVISION STATIONS SUCH AS ABC	20.2
RADIO STATIONS	18.6
INTERNET/ WEBSITES	14.0
CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	12.6
NATIONAL NEWSPAPERS SUCH AS USA TODAY	3.0
OTHER	4.4
NONE	3.1
DON'T KNOW	2.6
REFUSE	0.2

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TABLE 037

Q36. WHICH ONE SOURCE DO YOU CONSIDER THE MOST IMPORTANT SOURCE OF NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED TOTAL	3101
WEIGHTED TOTAL (000)	218563 100.0
CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	38.5
BROADCAST TELEVISION STATIONS SUCH AS ABC	23.3
INTERNET/ WEBSITES	16.8
NATIONAL NEWSPAPERS SUCH AS USA TODAY	5.9
RADIO STATIONS	5.7
LOCAL NEWSPAPERS	4.8
OTHER	1.8
NONE	2.4
DON'T KNOW	0.6
REFUSE	0.1

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TABLE 038

Q37. WHICH SOURCE DO YOU CONSIDER THE SECOND MOST IMPORTANT FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A SOURCE FOR NATIONAL NEWS AND CURRENT AFFAIRS

	TOTAL =====
UNWEIGHTED TOTAL	3017
WEIGHTED TOTAL (000)	213224 100.0
CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	19.5
BROADCAST TELEVISION STATIONS SUCH AS ABC	19.4
INTERNET/ WEBSITES	18.1
LOCAL NEWSPAPERS	14.0
RADIO STATIONS	10.0
NATIONAL NEWSPAPERS SUCH AS USA TODAY	9.3
OTHER	4.2
NONE	3.0
DON'T KNOW	2.5
REFUSE	0.1

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TABLE 039

Q38. WHAT IS THE HIGHEST LEVEL OF SCHOOL YOU HAVE COMPLETED OR THE HIGHEST DEGREE RECEIVED?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED TOTAL	3101
WEIGHTED TOTAL (000)	218563 100.0
GRAMMAR SCHOOL OR LESS	1.6
SOME HIGH SCHOOL	3.6
HIGH SCHOOL GRADUATE OR EQUIVALENT (EX: GED)	23.4
SOME COLLEGE BUT NO DEGREE	18.1
ASSOCIATE DEGREE IN COLLEGE OR EQUIVALENT	12.5
BACHELOR'S DEGREE (BA, AB, BS)	25.3
HIGHER DEGREE (SUCH AS MASTER'S, PROFESSIONAL OR DOCTORATE)	14.8

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TABLE 039 (continued)

Q38. WHAT IS THE HIGHEST LEVEL OF SCHOOL YOU HAVE COMPLETED OR THE HIGHEST DEGREE RECEIVED?

BASE: ALL RESPONDENTS

	TOTAL
	=====
DON'T KNOW	0.2
REFUSE	0.6

TABLE 040

Q39. WHICH OF THE FOLLOWING INCOME RANGES BEST DESCRIBES THE TOTAL YEARLY INCOME BEFORE TAXES OF ALL MEMBERS OF YOUR HOUSEHOLD COMBINED? PLEASE INCLUDE INCOME OF ALL MEMBERS OF YOUR HOUSEHOLD.

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
UNDER \$20,000	8.4
\$20,000 TO LESS THAN \$40,000	14.6
\$40,000 TO LESS THAN \$60,000	17.6
\$60,000 TO LESS THAN \$80,000	13.7
\$80,000 TO LESS THAN \$100,000	12.0
\$100,000 TO LESS THAN \$150,000	12.8
\$150,000 TO LESS THAN \$250,000	6.0
\$250,000 OR MORE	4.0
DON'T KNOW	2.0
REFUSE	9.0

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TABLE 040 (continued)

Q39. WHICH OF THE FOLLOWING INCOME RANGES BEST DESCRIBES THE TOTAL YEARLY INCOME BEFORE TAXES OF ALL MEMBERS OF YOUR HOUSEHOLD COMBINED? PLEASE INCLUDE INCOME OF ALL MEMBERS OF YOUR HOUSEHOLD.

BASE: ALL RESPONDENTS

	TOTAL =====
MEAN	83403.0
MEDIAN	70000.0

TABLE 041

Q40. IS THIS RESIDENCE IN A...?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
CITY	33.0
SUBURB	25.2
TOWN	15.9
OR A RURAL AREA	23.7
OTHER	1.0
DON'T KNOW	0.5
REFUSE	0.7

TABLE 042

Q41. WHAT IS YOUR RACE? ARE YOU...?

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
WHITE	79.2
AFRICAN AMERICAN OR BLACK	7.1
AMERICAN INDIAN, ESKIMO OR ALEUT	1.1
ASIAN OR PACIFIC ISLANDER	2.0
OR ANOTHER RACE	8.7
DON'T KNOW	0.2
REFUSE	1.7

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TABLE 043

Q42. AGE OF RESPONDENT

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
18-24	13.0
25-34	17.5
35-49	28.5
50-54	10.1
55-64	14.4
65+	16.5
MEAN	45.9

TABLE 044

Q43. RESPONDENT GENDER

BASE: ALL RESPONDENTS

	TOTAL =====
UNWEIGHTED	
TOTAL	3101
WEIGHTED TOTAL	218563
(000)	100.0
MALE	48.1
FEMALE	51.9

VI. Data Collection Materials

FCC PHONE SURVEY 2007

BASE: ALL RESPONDENTS

INTRO Hello, this is (GIVE FIRST AND LAST NAME) calling for Nielsen TV Ratings. Today we are calling to conduct a special survey among a select group of households in your area.

BASE: ALL RESPONDENTS

A. (Are you/May I speak with) a household member 16 years old or older?

SAME RESPONDENT	1	(GO TO QB)
NEW RESPONDET COMES TO PHONE	2	(REINTRO GO TO QA)
RESPONDENT UNAVAILABLE	3	(SET UP CALLBACK)
REFUSE	9	(GO TO PERSUADER 1)

BASE: ALL RESPONDENTS

B. To help us randomly select a household member to interview, would you please tell me how many persons 18 years old or older, including yourself, are in your household?

(RI: ENTER NUMBER 00-99
ENTER 00 FOR NONE; ENTER RF FOR REFUSE---> GO TO PERSUADER 2)

BASE: QB>4

C. So, to confirm, that is (INSERT RESPONSE QB) person(s) 18 years old or older in your household?

YES	1	(GO TO QD IF RESPONSE QB >4, ELSE GO TO QF)
NO/DK	2	(MAKE CORRECTIONS)
REFUSE	9	(GO TO PERSUADER 2)

BASE: QB>4

D. (IF HOUSEHOLD SIZE EXCEEDS "4" MEMBERS, ASK:) How many members of your household are males 18 years old or older?

(RI: ENTER NUMBER. ENTER 0 FOR NONE. ENTER RF FOR REFUSE.)

BASE: QB>4

E. Then (CALCULATED DIFFERENCE BETWEEN HOUSEHOLD SIZE AND NUMBER OF MALES) of the (NUMBER IN HOUSEHOLD) household members (are/is) female. Is this information correct?

YES	1	(GO TO QF)
NO/DK	2	(MAKE CORRECTIONS)
REFUSE	9	(GO TO PERSUADER 2)

BASE: ALL RESPONDENTS

- F. May I speak to the (DESCRIPTION OF RANDOMLY SELECTED RESPONDENT SUCH AS "OLDEST/2ND YOUNGEST") (INSERT "MALE", "FEMALE" or "PERSON") who is 18 years old or older in your household?

YES, SAME RESPONDENT	1 (GO TO QG)
NEW RESPONDENT COMES TO PHONE	2 (REINTRO., GO TO QF)
NOT AVAILABLE	3 (ARRANGE CALLBACK)
RESP. UNAVAILABLE DURING CALLING DATES	5 (GO TO CLOSE)
REFUSE	9 (GO TO PERSUADER 1)

PERSUADER 1: We're doing a special telephone study today which will only take a few minutes of your time. We really appreciate your help.

PERSUADER 2: We're asking this question only to be certain that we contact persons of all age groups for this study.

BASE: ALL RESPONDENTS

- G. (ONCE DESIGNATED RESPONDENT IS ON-LINE, READ:)

Thank you for agreeing to participate in this survey. Today we will be asking you questions on your sources of information for national news, local news, and current affairs. We are also interested in the amount of time you spend using these different sources. Please remember, for some sources, you may only use that source in short sittings, but perhaps several times a day. In answering these questions, please provide information on the total amount of time per week that you use these resources.

Also, before we begin I want to make a clear distinction between broadcast TV channels and cable or satellite TV channels. **Broadcast TV** channels are the channels that you can receive for free over the air if you have good reception. They are often the traditional channels like ABC, NBC, CBS, or PBS. These are often re-transmitted by the cable company, but are nonetheless broadcast channels. There are also **cable and satellite TV** channels such as CNN, HBO, Disney Channel, Discovery Channel, or Cartoon Network that you can only receive if you subscribe to either cable or satellite service.

BASE: ALL RESPONDENTS

Q1. In an average week, how much time do you spend, in total, watching or listening to **broadcast television** channels?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q1 NE 00 (WATCH BROADCAST)

Q2. Which of the following types of information do you get from **broadcast television** channels? Examples of these channels would be ABC or CBS.

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T WATCH BROADCAST	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

BASE: Q2 NE 00 (WATCH BROADCAST FOR INFO)

Q3. In an average week, how much time do you spend, in total, watching or listening to **broadcast television** channels to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: ALL RESPONDENTS

Q4. Does your household subscribe to...(INSERT FROM LIST)?

YES	1
NO	2
DON'T KNOW	8
REFUSE	9

LIST ROTATE

A.	a cable television service
B.	a satellite TV service

BASE: Q4A=1 OR Q4B=1 (SUBSCRIBERS TO CABLE OR SATELLITE TV)

Q5. In an average week, how much time do you spend, in total, watching or listening to **cable or satellite TV** channels.

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q5 NE 00 (WATCH CABLE OR SATELLITE)

Q6. Which of the following types of information do you get from **cable or satellite TV** channels? Examples of these channels would be ESPN or CNN.

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T WATCH CABLE/SATELLITE	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

BASE: Q6 NE 00 (WATCH CABLE/SATELLITE FOR INFO)

Q7. In an average week, how much time do you spend, in total, watching or listening to **cable or satellite TV** channels to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: ALL RESPONDENTS

Q8. Do you currently have internet access at home, at work, and/or another location?

(MULTIPLE RESPONSE)

NO ACCESS TO THE INTERNET	00	
HOME	01	
WORK	02	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q8=01 (INTERNET AT HOME)

Q9. Which of the following types of internet connections do you have in your home?

(READ ENTIRE LIST)

(MULTIPLE RESPONSE)

Broadband cable service	01	
DSL	02	
Dial-up telephone service	03	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q8 = 01 OR 02 OR 77 (INTERNET ACCESS)

Q10. In an average week, how much time do you spend, in total, using the internet?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q10 NE 00 (USE THE INTERNET)

Q11. Which of the following types of information do you get from the internet?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T USE INTERNET	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

BASE: Q11 NE 00 (USE INTERNET FOR INFO)

Q12. In an average week, how much time do you spend, in total, using the internet to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q11 NE 00 (INTERNET FOR INFO)

Q13. What is the name of the ONE internet site you use **most often** for news and current affairs information?

(DON'T READ)

(SINGLE RESPONSE)

ABCNEWS.COM	01	
AOL.COM	02	
AT&T.NET	03	
CBSNEWS.COM	04	
CNN.COM	05	
ESPN.COM	06	
EXCITE.COM	07	
FOXNEWS.COM	08	
IWON.COM	09	
MSN.COM	10	
MSNBC.COM	11	
NETSCAPE.COM	12	
NEWYORKTIMES.COM	13	
USATODAY.COM	14	
WALLSTREETJOURNAL.COM	15	
WASHINGTONPOST.COM	16	
YAHOO.COM	17	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q11 NE 00 (INTERNET FOR INFO)

Q14. And, what is the name of the internet website you use next most often for news and current affairs information?

(DON'T READ)

(SINGLE RESPONSE)

NONE	00
ABCNEWS.COM	01
AOL.COM	02
AT&T.NET	03
CBSNEWS.COM	04
CNN.COM	05
ESPN.COM	06
EXCITE.COM	07
FOXNEWS.COM	08
IWON.COM	09
MSN.COM	10
MSNBC.COM	11
NETSCAPE.COM	12
NEWYORKTIMES.COM	13
USATODAY.COM	14
WALLSTREETJOURNAL.COM	15
WASHINGTONPOST.COM	16
YAHOO.COM	17
OTHER	77
DON'T KNOW	88
REFUSE	99

(SPECIFY)

BASE: ALL RESPONDENTS

Q15. In an average week, how much time do you spend, in total, reading **daily local newspapers**?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q15 NE 00 (READ DAILY LOCAL NEWSPAPERS)

Q16. Which of the following types of information do you get from reading **daily local newspapers**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T READ DAILY LOCAL NEWSPAPERS	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

BASE: Q16 NE 00 (DAILY LOCAL PAPERS FOR INFO)

Q17. In an average week, how much time do you spend, in total, reading **daily local newspapers** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: ALL RESPONDENTS

Q18. In an average week, how much time do you spend, in total, reading **weekly local newspapers**?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q18 NE 00 (READ WEEKLY LOCAL NEWSPAPERS)

Q19. Which of the following types of information do you get from **weekly local newspapers**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T READ WEEKLY LOCAL NEWSPAPERS	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

BASE: Q19 NE 00 (WEEKLY LOCAL NEWSPAPERS FOR INFO)

Q20. In an average week, how much time do you spend, in total, reading **weekly local newspapers** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: ALL RESPONDENTS

Q21. In an average week, how much time do you spend, in total, reading **daily national newspapers** like USA today, or the Wall Street Journal?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q21 NE 00 (READ DAILY NATIONAL NEWSPAPERS)

Q22. Which of the following types of information do you get from **daily national newspapers**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T READ DAILY NATIONAL NEWSPAPERS	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

BASE: Q22 NE 00 (DAILY NATIONAL NEWSPAPERS FOR INFO)

Q23. In an average week, how much time do you spend, in total, reading **daily national newspapers** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: ALL RESPONDENTS

Q24. In an average week, how much time do you spend, in total, listening to **broadcast radio**?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q24 NE 00 (LISTEN TO BROADCAST RADIO)

Q25. Which of the following types of information do you get from **broadcast radio**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T LISTEN TO BROADCAST RADIO	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

BASE: Q25 NE 00 (BROADCAST RADIO FOR INFO)

Q26. In an average week, how much time do you spend, in total, listening to **broadcast radio** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

BASE: Q4A=1 OR Q4B=1 (SUBSCRIBE TO CABLE OR SATELLITE TV)

- Q27. Thinking again of your cable or satellite TV subscription, which of the following best describes the level of subscription you currently receive in your household? Do you subscribe to...?

(READ ENTIRE LIST)

(MULTIPLE RESPONSE)

A basic cable or satellite package, which mainly includes broadcast channels like ABC and a small number of cable or satellite channels 01

An expanded package which includes broadcast channels, and a larger number of cable or satellite channels like CNN 02

Or a premium package which includes broadcast channels, cable or satellite channels and premium pay channels like Home Box Office 03

OTHER (SPECIFY) 77

DON'T KNOW 88

REFUSE 99

BASE: Q4A=1 OR Q4B=1 (CABLE/SATELLITE SUBSCRIBERS)

- Q28. If you would be reimbursed, are there any channels you would be interested in dropping from your service? If yes, which channels would you be interested in dropping from your service if you could receive a reduction in the cost of your service?

(DON'T READ)

(MULTIPLE RESPONSE)

NONE 00 HGTV 18

A&E (ARTS AND ENTERTAINMENT) 01 HISTORY CHANNEL 19

ABC 02 ION/PAX 20

CBS 03 LEARNING CHANNEL 21

CINEMAX 04 LIFETIME 22

CNBC 05 MTV 23

CNN 06 NBC 24

COMEDY CENTRAL 07 PBS 25

COURT TV 08 SHOWTIME 26

DISCOVERY CHANNEL 09 TBS 27

DISNEY CHANNEL 10 TMC 28

ESPN 11 TNT 29

FOOD NETWORK 12 UPN 30

FOX 13 USA 31

FOX NEWS 14 VHI 32

FOX SPORTS NET 15 WGN 33

HALLMARK CHANNEL 16 OTHER (SPECIFY) 77

HBO (HOME BOX OFFICE) 17 DON'T KNOW 88

REFUSE 99

BASE: ALL RESPONDENTS

Q29. Are there any channels that you would like to receive, but do not currently subscribe to because you would have to subscribe to a larger package of channels? If yes, which channels would you like to receive, but do not currently subscribe to because you would have to subscribe to a larger package of channels?

(DON'T READ)

(MULTIPLE RESPONSE)

NONE	00	HGTV	18
A&E (ARTS AND ENTERTAINMENT)	01	HISTORY CHANNEL	19
ABC	02	ION/PAX	20
CBS	03	LEARNING CHANNEL	21
CINEMAX	04	LIFETIME	22
CNBC	05	MTV	23
CNN	06	NBC	24
COMEDY CENTRAL	07	PBS	25
COURT TV	08	SHOWTIME	26
DISCOVERY CHANNEL	09	TBS	27
DISNEY CHANNEL	10	TMC	28
ESPN	11	TNT	29
FOOD NETWORK	12	UPN	30
FOX	13	USA	31
FOX NEWS	14	VHI	32
FOX SPORTS NET	15	WGN	33
HALLMARK CHANNEL	16	OTHER (SPECIFY)	77
HBO (HOME BOX OFFICE)	17	DON'T KNOW	88
		REFUSE	99

BASE: ALL RESPONDENTS

Q30. Which ONE source do you consider the most important source of **breaking news**?

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-06)

Cable news channels such as CNN or MSNBC	01	
Internet/Websites	02	
Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers such as USA Today	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q30 NE 00

(HAVE A SOURCE OF BREAKING NEWS)

Q31. Which source would you consider the second most important source for **breaking news**?

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	01	
INTERNET/WEBSITES	02	
BROADCAST TELEVISION STATIONS SUCH AS ABC	03	
LOCAL NEWSPAPERS	04	
NATIONAL NEWSPAPERS SUCH AS USA TODAY	05	
RADIO STATIONS	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: ALL RESPONDENTS

Q32. Which ONE source do you consider the most important source for **more in-depth information on specific news and current affairs topics?**

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-06)

Cable news channels such as CNN or MSNBC	01	
Internet/Websites	02	
Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q32 NE 00

(HAVE A SOURCE OF INDEPTH INFORMATION)

Q33. Which source do you consider the second most important for **more in-depth information on specific news and current affairs topics?**

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	01	
INTERNET/WEBSITES	02	
BROADCAST TELEVISION STATIONS SUCH AS ABC	03	
LOCAL NEWSPAPERS	04	
NATIONAL NEWSPAPERS SUCH AS USA TODAY	05	
RADIO STATIONS	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: ALL RESPONDENTS

Q34. Which ONE source do you consider the most important source **of local news and current affairs?**

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-06)

Cable news channels such as CNN or MSNBC	01	
Internet/Websites	02	
Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers such as USA Today	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q34 NE 00 (HAVE A SOURCE OF LOCAL NEWS/CURRENT AFFAIRS)

Q35. Which source do you consider the second most important for **local news and current affairs?**

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	01	
INTERNET/WEBSITES	02	
BROADCAST TELEVISION STATIONS SUCH AS ABC	03	
LOCAL NEWSPAPERS	04	
NATIONAL NEWSPAPERS SUCH AS USA TODAY	05	
RADIO STATIONS	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: ALL RESPONDENTS

Q36. Which ONE source do you consider the most important source **of national news and current affairs?**

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-06)

Cable news channels such as CNN or MSNBC	01	
Internet/Websites	02	
Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers such as USA Today	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q36 NE 00 (HAVE A SOURCE OF NATL NEWS/CURRENT AFFAIRS)

Q37. Which source do you consider the second most important for **national news and current affairs?**

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN OR MSNBC	01	
INTERNET/WEBSITES	02	
BROADCAST TELEVISION STATIONS SUCH AS ABC	03	
LOCAL NEWSPAPERS	04	
NATIONAL NEWSPAPERS such as USA Today	05	
RADIO STATIONS	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: ALL RESPONDENTS

For statistical reasons, the following demographic information for you and your household would be helpful to us. The information will be treated confidentially and will only be used to group your answers with other households.

Q38. What is the highest level of school you have completed or the highest degree received?

(READ LIST)

Grammar school or less	01
Some high school	02
High school graduate or equivalent (EX: GED)	03
Some college but no degree	04
Associate degree in college or equivalent	05
Bachelor's Degree (BA, AB, BS)	06
Higher Degree (Such as Master's, Professional or Doctorate)	07
DON'T KNOW	88
REFUSE	99

BASE: ALL RESPONDENTS

Q39. Which of the following income ranges best describes the total yearly income before taxes of all members of your household combined? Please include income of all members of your household.

(READ LIST)

Under \$20,000	01
\$20,000 to less than \$40,000	02
\$40,000 to less than \$60,000	03
\$60,000 to less than \$80,000	04
\$80,000 to less than \$100,000	05
\$100,000 to less than \$150,000	06
\$150,000 to less than \$250,000	07
\$250,000 or more	08
DON'T KNOW	88
REFUSE	99

BASE: ALL RESPONDENTS

Q40. Is this residence in a...?

(READ LIST)

(SINGLE RESPONSE)

City	1	
Suburb	2	
Town	3	
Or a rural area	4	
OTHER	7	(SPECIFY)
DON'T KNOW	8	
REFUSE	9	

BASE: ALL RESPONDENTS

Q41. What is your race? Are you...?

(READ LIST)

White	1
African American or Black	2
American Indian, Eskimo or Aleut	3
Asian or Pacific Islander	4
Or Another Race	7 (SPECIFY)
DON'T KNOW	8
REFUSE	9

BASE: ALL RESPONDENTS

Q42m. In what month were you born?

Q42Y. And in what year were you born?

(RI: ENTER 2-DIGIT MONTH AND 4-DIGIT YEAR. ENTER RF FOR REFUSE.)

BASE: ALL RESPONDENTS

Q43. (RI: ENTER RESPONDENT GENDER)

MALE	1
FEMALE	2

CLOSE:

Again, my name is (INSERT FIRST AND LAST NAME), and I want to thank you for taking part in our survey. Good-bye.

VII. Report Table Specifications

Report Table Specifications

Bannerpoint

TOTAL

Definition

Total Respondents 18+ years of age